

## Quality Policy

Haier Europe's strategy is to be the **Europe Consumers' First Domestic Appliance Choice in a Sustainable Smart Home Ecosystem**.

For that, we are committed to delivering excellence by placing our **consumers at the heart of every stage of our processes**.

Our approach to quality is driven by three core principles: **Consumer-Centric Focus, Sustainability, and Continuous Improvement**.

### 1. Consumer-centric focus

- We ensure that every product and service meets or exceeds our consumers' expectations, addressing both expressed and unexpressed needs.
- We engage with our consumers accordingly to our value of "zero distance", proactively, listening to their feedback and anticipating future trends to provide innovative and value-driven solutions.
- We strive to build trust through transparency, reliability, and exceptional customer experiences based not on delivering a product only but a whole ecosystem.

### 2. Sustainability commitment

- We integrate sustainable practices across all company processes, ensuring responsible sourcing, production, and distribution.
- We minimize environmental impact through efficient resource management, waste reduction, and eco-friendly innovations.
- We uphold ethical business practices and social responsibility, contributing positively to the well-being of communities and future generations.

### 3. Continuous improvement and excellence

- We embrace a culture of agility, continuous learning, adapting to market changes, technological advancements, and consumer preferences.
- We empower our employees with training, tools, and a quality obsessed mindset to deliver superior outcomes promoting entrepreneurship as a company value.
- We rigorously monitor and enhance our processes through data-driven insights, best practices, and international quality standards.

At Haier Europe, we do not just aim to satisfy our consumers, we strive to delight and exceed expectations at every touchpoint.

**Our promise is to deliver quality, sustainability, and excellence in everything we do.**

**CEO Europe**  
Neil Tunstall



**Group Quality Director Europe**  
Sébastien Pascolini

